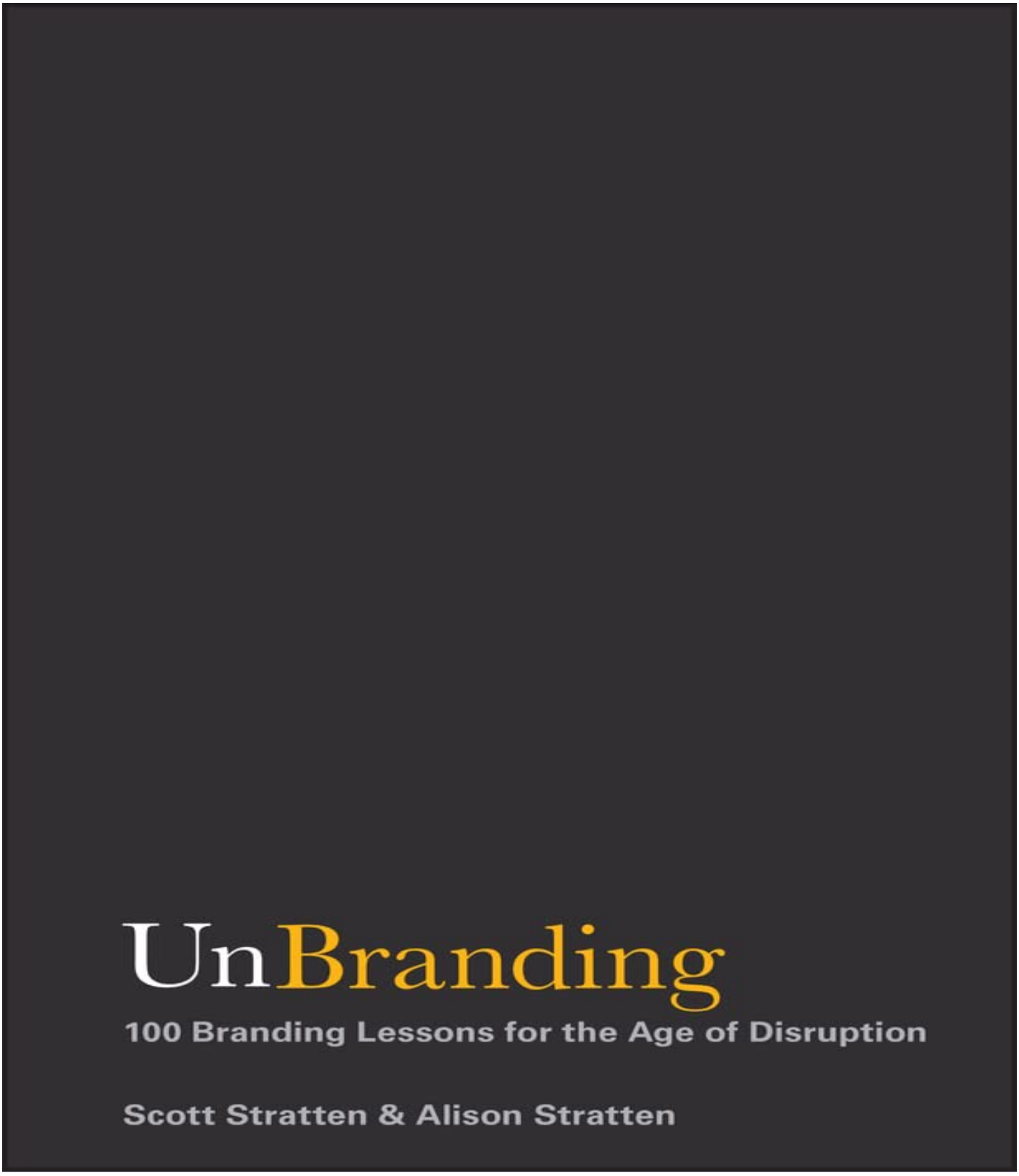
# UnBranding

## 100 Branding Lessons for the Age of Disruption

Scott Stratten & Alison Stratten

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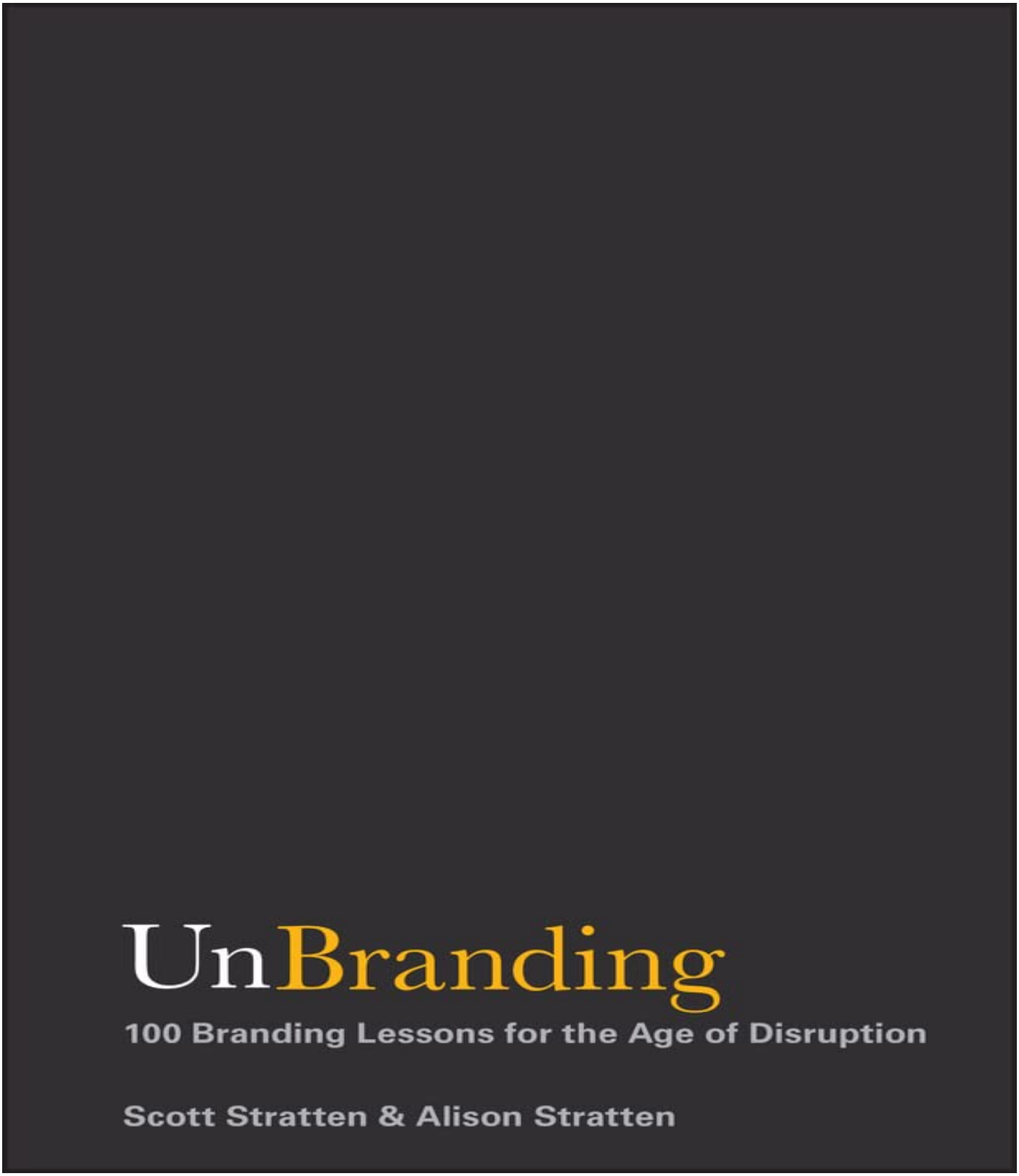


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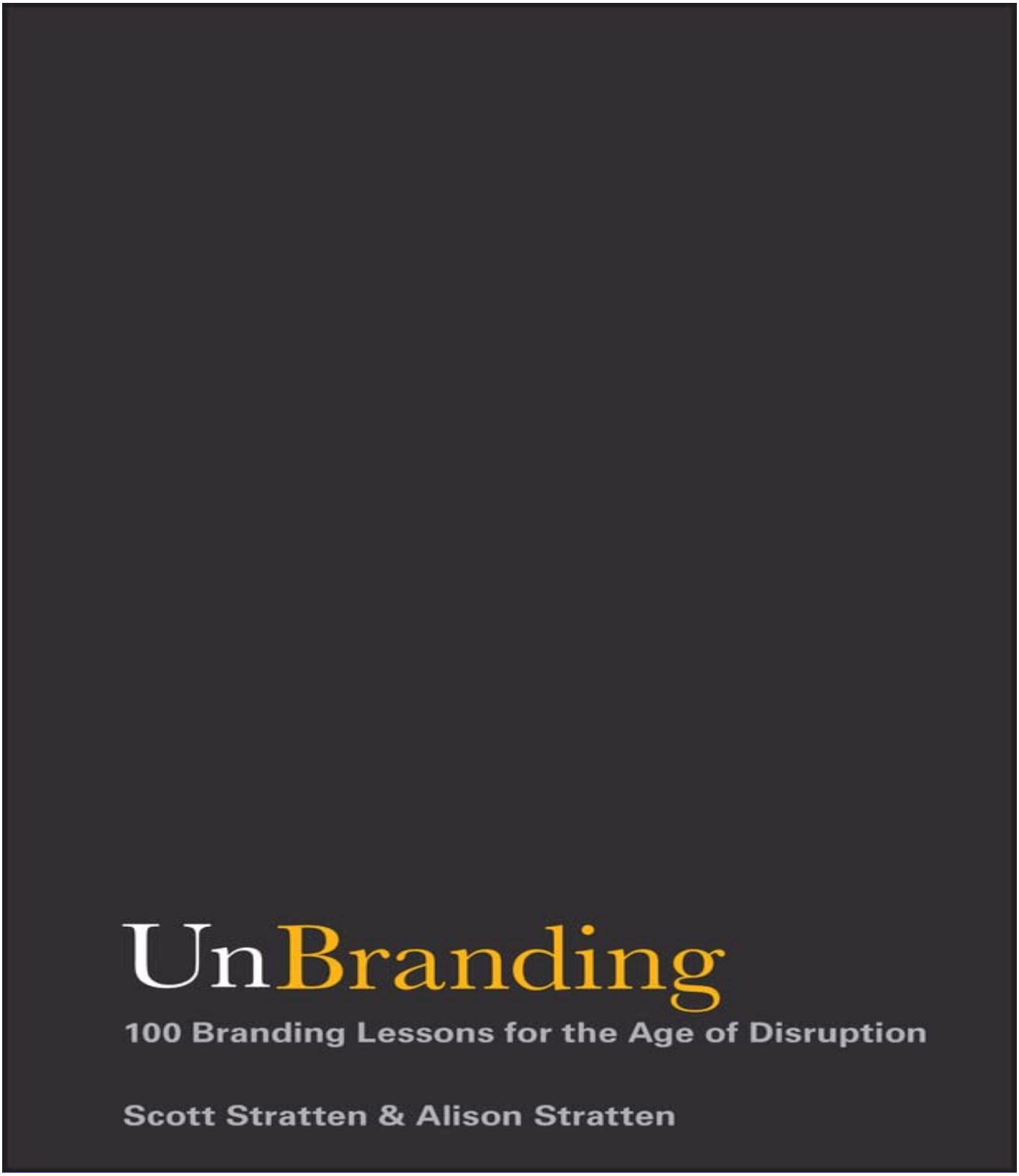


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